



THE REALLY CIVILIZED BATH

A little fidgety? A little cross? Drooping a bit at the end of a long, humid afternoon? Then here is the kind of bath which ought to set your world to pleasant rights again!

Slip into a tub two-thirds full of warm (not steaming hot) water. Let the gentle warmth creep up around your body, and rest, relaxed, for five luxurious minutes. Then cover yourself with Ivory foam, as light as air, as bubbly as a summer cloud. (If the white Ivory cake slips from your wet hand, don't worry—it won't disturb your blissful peace, it won't send you searching the bottom of the tub. For Ivory bobs up immediately. Ivory floats!)

Now, sinking back again, let the Ivory lather rinse away. With it will go all the weariness and ache of the day! Then, if time does not matter, run in a fresh stream of coolish water, and splash in it for a minute or so.

Revived and tingling, you have had what millions of Americans call a really *civilized bath*.

When you come out of an Ivory bath with your body feeling as refreshed and soft as a healthy baby's, it is because Ivory is just as kind to you as to the millions of babies it bathes every day.

When you find to your delight that an Ivory bath

does not leave you with a dry, taut, prickly feeling afterward, it is because Ivory is a pure, gentle soap. (Isn't Ivory trusted to care for the loveliest complexions?)

Why your body needs pure soap

It may not have occurred to you before how important your bath soap is. But, if you will remember, the skin of your body is really nearer to a soft baby texture than even your hands or your face, because your clothing protects it from sun and wind. So Ivory, a complexion and baby soap, floats in millions of American bathtubs because it makes bathers feel good!

PROCTER & GAMBLE

IVORY SOAP

kind to everything it touches

99⁴⁴/₁₀₀% Pure... It Floats